

Digital Equipment Corporation
INFO '89 Press Briefing
October 10, 1989

Henry Ancona
Vice President
Business & Office Information Systems

Thank you Ken.

I am very pleased to be here with you at INFO '89. Today Digital is presenting to you our office strategy for the 90s. We call it ALL-IN-1 Phase II.

With ALL-IN-1 Phase II, Digital is redefining "integration," to meet the changing customer needs of the next decade.

During the 1980's, ALL-IN-1 Phase I was a single product, the most successful integrated office system in the industry.

Today, with ALL-IN-1 Phase II, we are extending ALL-IN-1 to a family of products -- servers, desktops, and applications -- which all work together as an integrated whole.

In a few minutes, Gene Hodges will be covering the specific products that we are announcing today, but first, I would like to review our office strategy, how it fits with Digital's overall software strategy, and, most of all, how it responds to customer needs in the office of the 90's.

Many of you view Digital as a leader in hardware development.

Our announcement last month of technology breakthroughs in high density chip packaging will help keep us at the forefront of hardware technology for a long time to come.

Digital is also a leading software company. In January of 1988, with the introduction of Network Application Support, or NAS, we announced the industry's most comprehensive software strategy for the 90s.

NAS is the software that allows applications written for terminals, PC's, MAC's and workstations to all work together easily.

Since then, we have been building application solutions based on NAS for different types of users.

For example, just last week we announced enhancements to our leadership CASE environment for software developers.

Industry analysts say it is years ahead even of IBM's statements of intent.

The enhancements, all working under Network Application Support, include new software products from Digital and leading software development companies.

And today we are announcing the implementation of NAS for office users, like you and me, and millions of others.

Digital is the industry leader in integrated office systems and electronic mail.

ALL-IN-1 today serves over 3.3 million users throughout the world -- that's 40 percent of the worldwide market according to Dataquest.

GLOBE WITH SIX MILLION We have over six million electronic mail users worldwide -- that's more than any other vendor.

During the 1980's Digital gained this position by paying close attention to customer needs.

While others were building either office systems, such as word processors, or data processing systems, like budgeting or sales analysis, we were solving the real customer need.

ONE DESK WITH COMPUTER To have both capabilities at each user's desk, integrated into a single system. We provided the best office applications integrated with the best business applications from Digital and other leading software companies.

We called that strategy ALL-IN-1 and started a whole new market: integrated office systems.

We made ALL-IN-1 available across the widest range of compatible systems in the industry -- the VAX family. AND ,while our competition is still trying to catch up, user needs are changing, posing new challenges in the next decade.

In order to maintain a competitive edge in the business world through the 90's, companies must enhance personal as well as team productivity.

People must communicate, collaborate and coordinate effectively within the enterprise, and with those outside, like customers and suppliers.

Such an integrated enterprise is essential to gaining a competitive edge.

And now comes the difficult part. Customers need this new level of integration for all their business functions, from engineering to accounting -- all their applications -- all their data -- and all their desktops, from inexpensive video terminals to PC's to workstations --no matter whose logo is on it, or where it sits, anywhere in the world.

A multivendor desktop world is reality, not a homogeneous, single vendor vision of the future.

There are, and will continue to be, terminals, PC's, MAC's and workstations in every enterprise.

Yet, whatever desktop users have chosen, they want a set of applications consistent with that device. These applications must cover not only personal productivity tools, such as desktop publishing; and team productivity tools, such as mail, conferencing and videotex, but also the job specific applications each user needs to get his or her work done.

With the ALL-IN-1 Phase II program, Digital is responding to these user needs.

We're doing it in an evolutionary manner, without disruption, to protect the investments users have already made.

With the ALL-IN-1 Phase II program, Digital is redefining integration, taking it to a higher plateau.

ALL-IN-1 Phase II provides the solutions, technologies and services that help users work together in task-oriented teams -- no matter the desktop device the user has chosen.

Solutions to empower the user. To help users agree on common tasks; find and share information about those tasks; and join resources to accomplish them.

Let's take for example the Acme Mousetrap Company.

Sue, from Engineering, has got a great idea for a better mousetrap. She wants to put together a proposal for senior management and needs input from John in Marketing and Bill in Finance.

With All-in-1 Phase II, she can arrange a meeting with John and Bill using Electronic Mail -- even though each uses a different desktop device and each is in a different city.

During a computer conference using Digital's Notes product, the 3 decide how to allocate the work.

Later, the team is ready to put together the proposal.

Using Decwrite on a VAXstation, Sue's design, including a scanned photo of the new mousetrap, can be easily combined with John's MACintosh graphics, and Bill's PC Lotus spreadsheet into a single complete compound document.

Then, with the press of a button, the document, with text, graphics and image, can be easily mailed to senior management.

How are we doing that?

By implementing Network Application Support in ALL-IN-1 Phase II.

Based on international standards, NAS allows applications to work together across a wide range of multivendor desktops.

It does that by implementing a broad set of application integration services.

NAS gives users, MIS managers and application developers a unified software environment.

Since January 1988, we have delivered 12 complete NAS services -- a full set.

Network Application Support provides support for multivendor desktops and systems NOT just one vendor's proprietary architectures; support for open standards NOT just vendor proprietary ones; support for a common programming environment that includes UNIX as an integral part, NOT as just a second cousin; and support that goes beyond simple networking to applications that truly work together over a distributed multivendor network.

Over 200 vendors have committed to NAS implementation. And today, twelve more companies are either announcing products, or committing to NAS. They include leading vendors of spreadsheets and personal productivity databases, decision support systems, and executive support systems. Releases with the details from each vendor are in your press kit. This includes information on the VAX version of Lotus 1-2-3, which is being demoed at our booth at Info 89. So, I am especially pleased that Frank Moss, Vice President of the Networked Applications and Systems Division of Lotus Development Corporation is with us today. Frank, would you stand up, please. So to summarize our announcements today. Frank, would you stand up, please.

So to summarize our announcements today, ALL-IN-1 Phase II is a consistent set of applications at the desk, available separately, or as a integrated system. They include electronic mail, electronic publishing, business intelligence and job-specific applications.

These applications run on a full range of multivendor desktops, including DECwindows workstations, video terminals, and Macintosh, MS-DOS, and OS/2 personal computers. We recognise the reality of the office environment of the 90s.

And with the implementation of NAS, ALL-IN-1 Phase II applications work together over the network through a broad set of common services including multivendor mail, printing, file sharing, and even compound document and conversion services.

And, with NAS data access services, users in task-oriented teams can gain transparent access to major databases on the network, including Digital's Rdb and RMS, and IMS, IDMS/R and DB2 which run on IBM.

With the series of announcements the company has made, and will be making in this last year of the decade, Digital is providing users with the new level of enterprise integration they need to meet both the growing challenges of the 90's, and the realities of the multivendor desktop environment. Digital has the knowledge and the experience needed to empower all users.

And now I would like to turn the program over to Gene Hodges, who will explain what's new today with the first products in the ALL-IN-1 Phase II program.

Gene.

 Henry Ancona

Vice President

Business And Office Information Systems





ALL-IN-1 Phase II

Digital's Office Strategy For The 90's

digital

Digital's Office Strategy

1980's

ALL-IN-1 Product

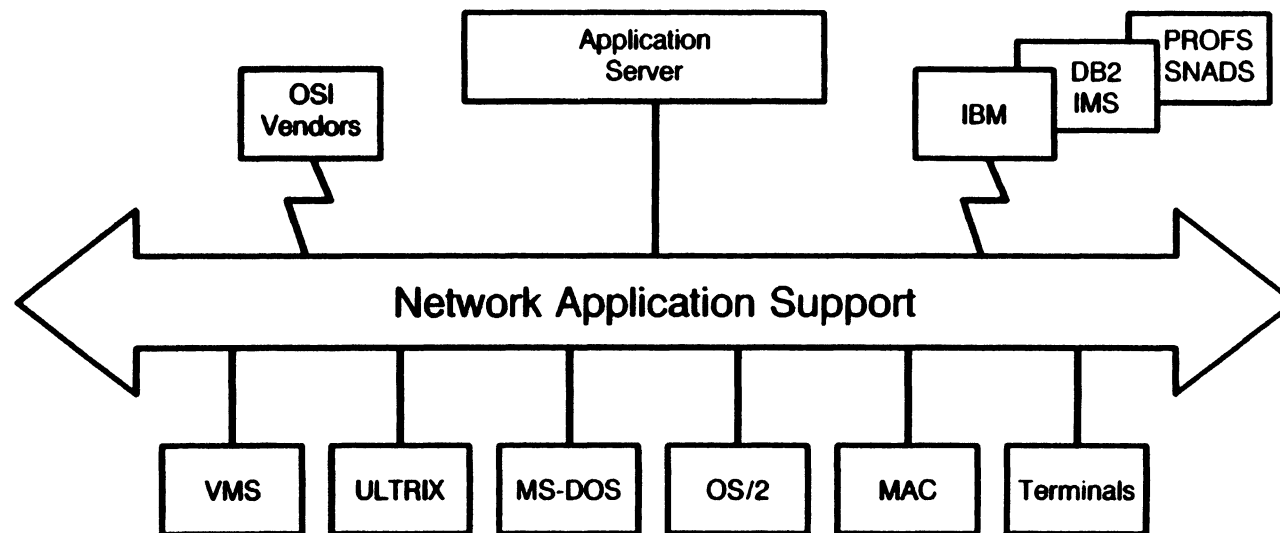


1990's

ALL-IN-1
Family of products

- Servers
- Desktops
- Applications

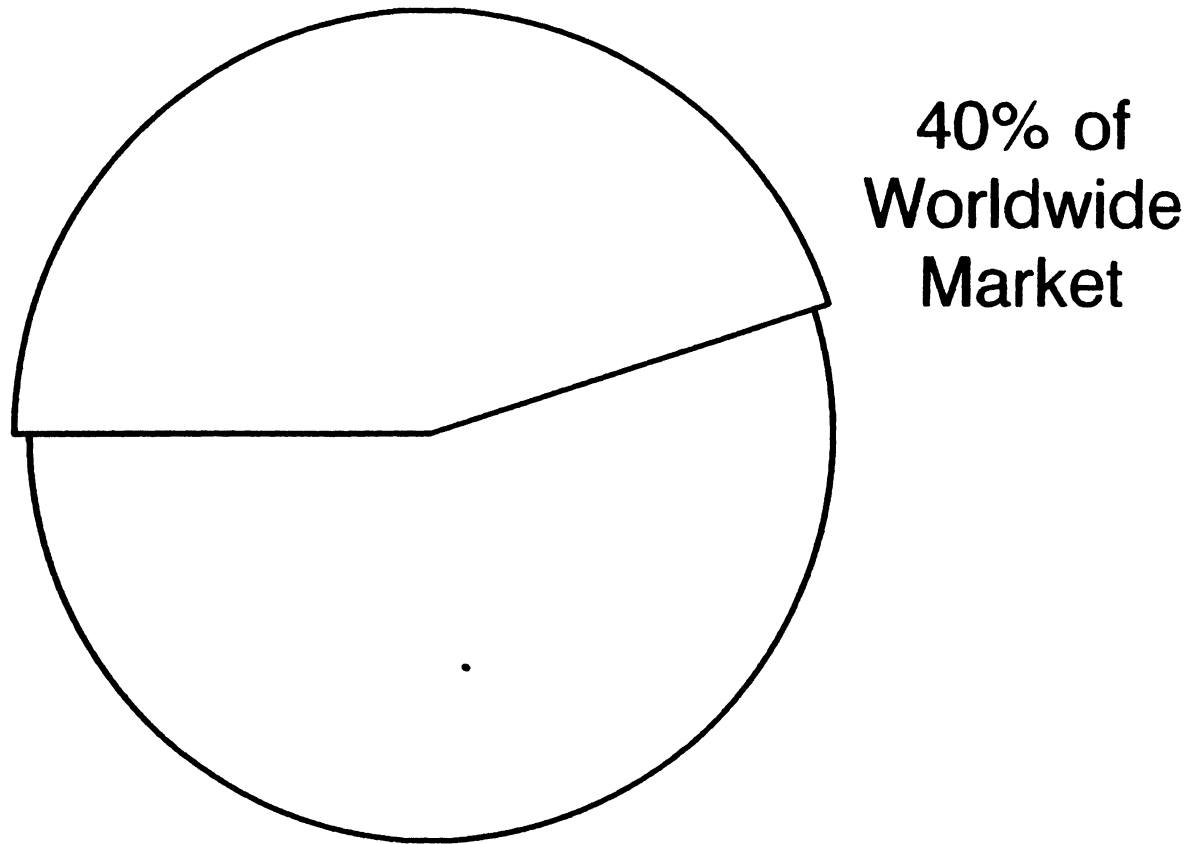
Leadership Software Company



Leadership Software Company

*The Only CASE Environment
to Address the Computing
Needs of the 90s*

ALL-IN-1
Integrated Office Systems

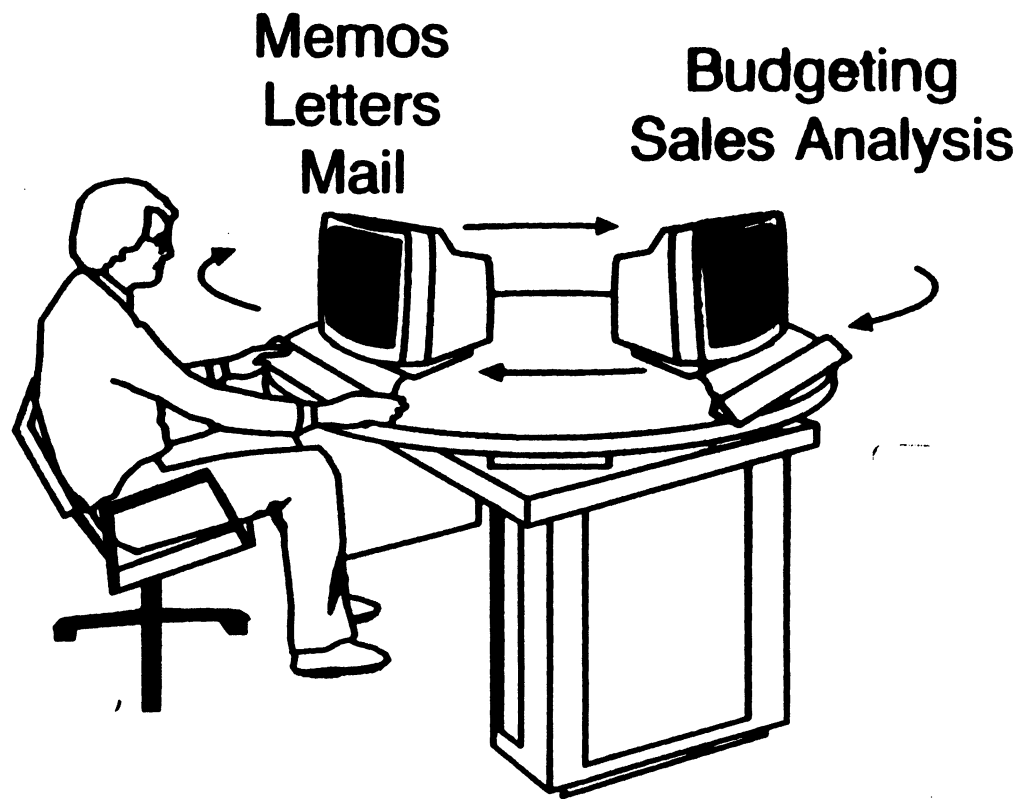




6 Million Electronic Mail
Users Worldwide

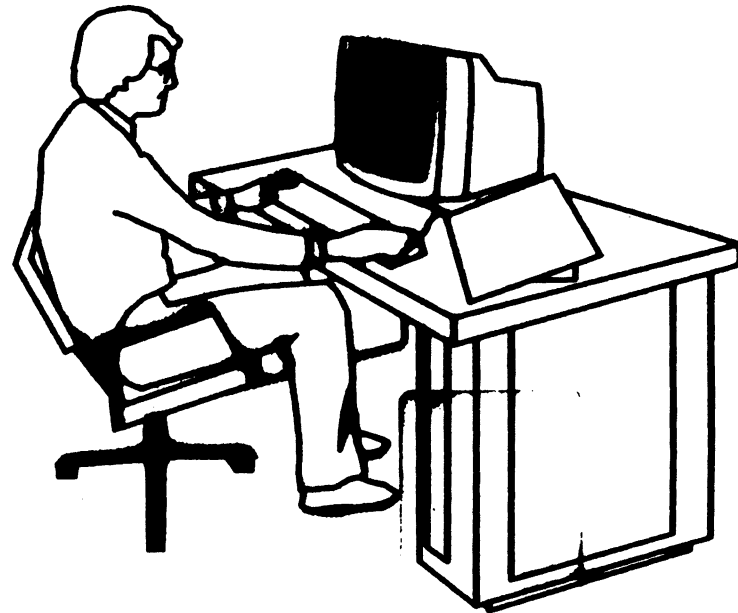


Others: Office Or Data

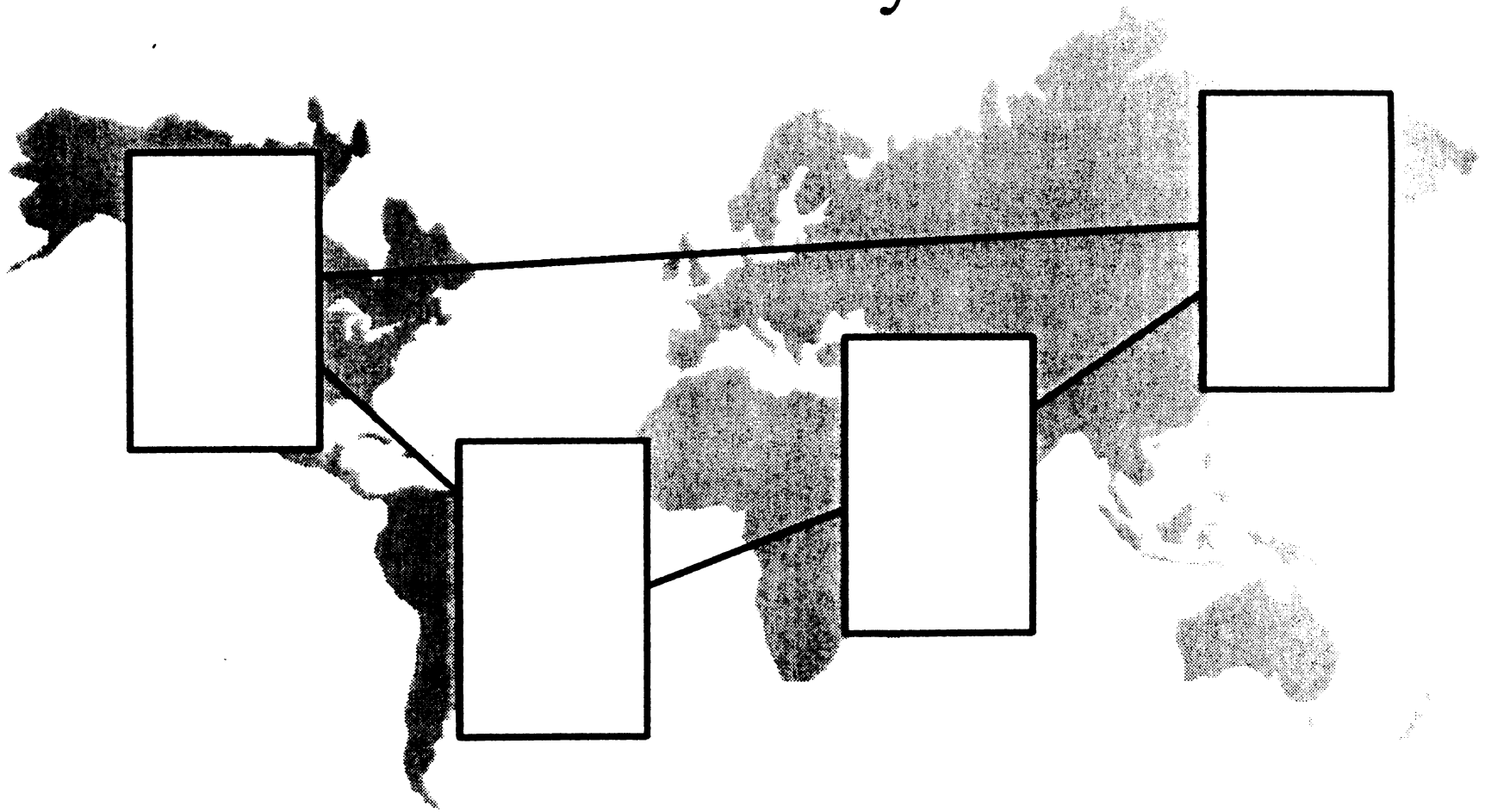


Digital: Integrated Office Systems

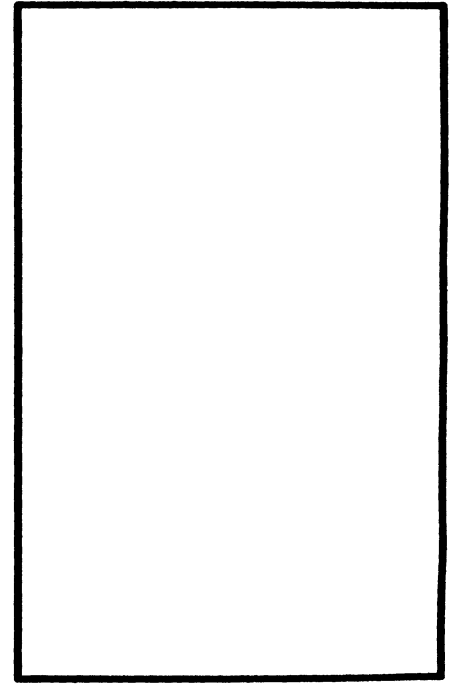
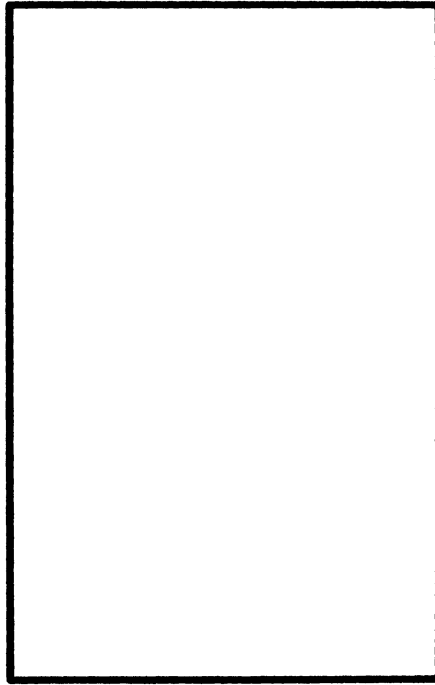
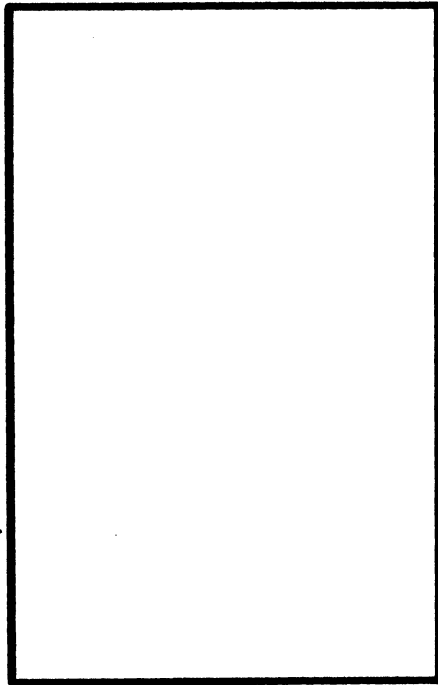
- **Memos**
- **Letters**
- **Budgeting**
- **Mail**
- **Sales analysis**



Enhancing Personal And Team Productivity



Communicate - Collaborate - Coordinate



New Level Of Integration:

- All functions

New Level Of Integration:

- All functions
- All applications

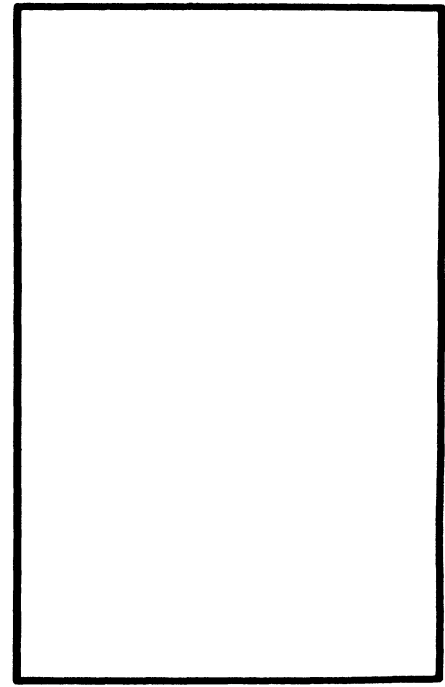
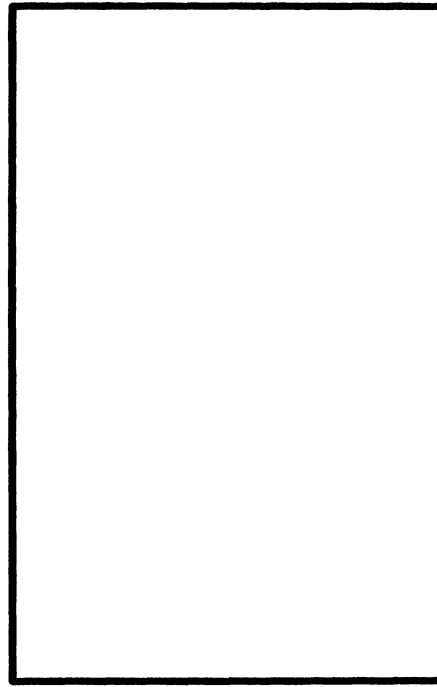
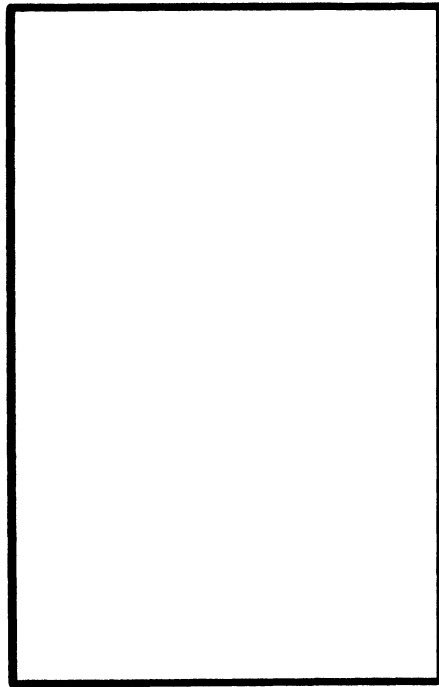
New Level Of Integration:

- All functions
- All applications
- All data

New Level Of Integration:

- All functions
- All applications
- All data
- All desktops

Reality Versus Vision



Consistent Applications

- Personal productivity tools
- Team productivity tools
- Job specific applications

. . . at the desktop of choice

ALL-IN-1 Phase II Program

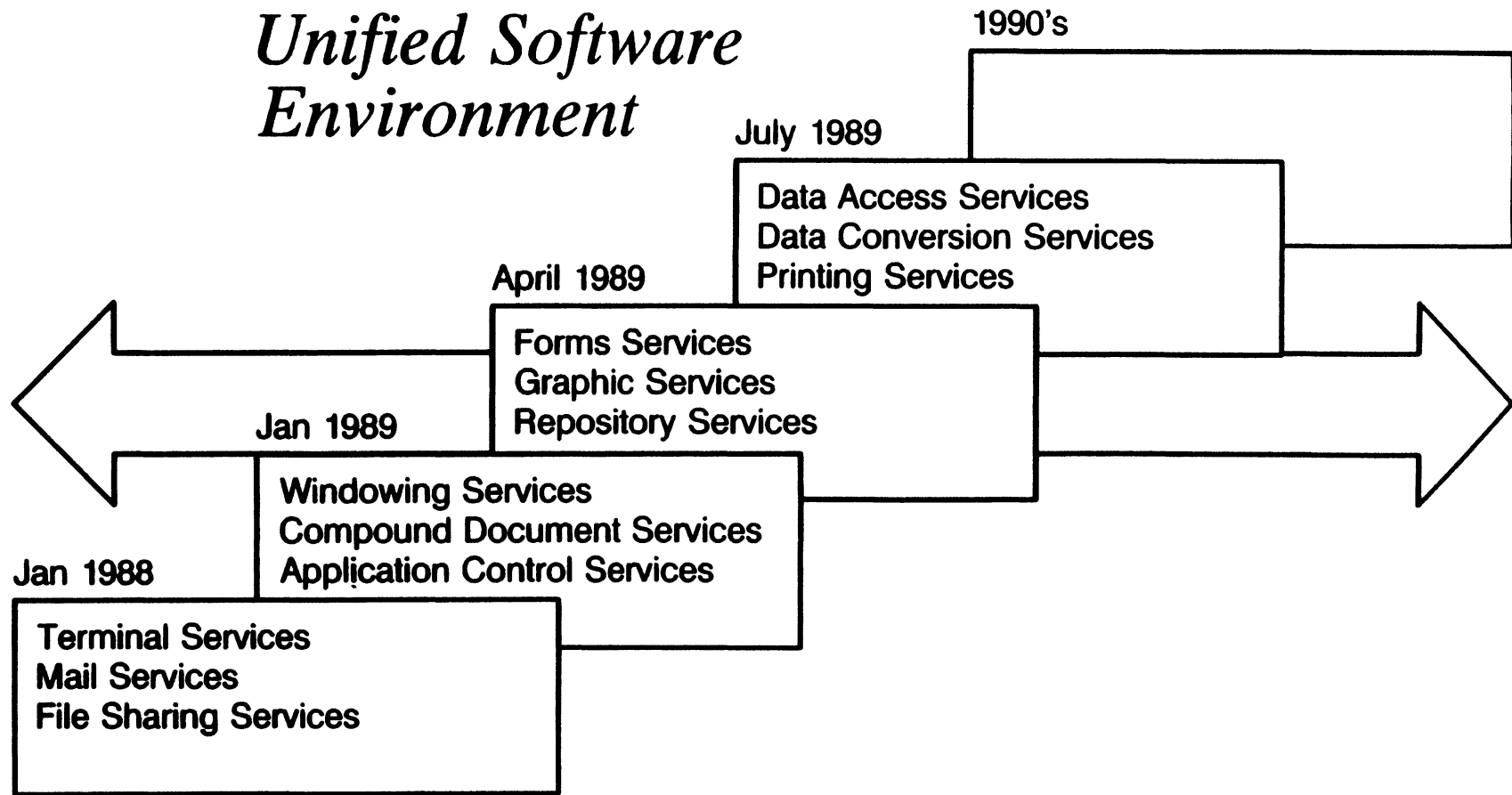
- Answers users needs
- Evolutionary/protects existing investment
- Redefines integration

Empower The User

**Solutions, technologies and
services that help users work
together in task oriented teams . . .**

Network Application Support

Unified Software Environment



The Environment For The '90s

Distributed Applications Integration

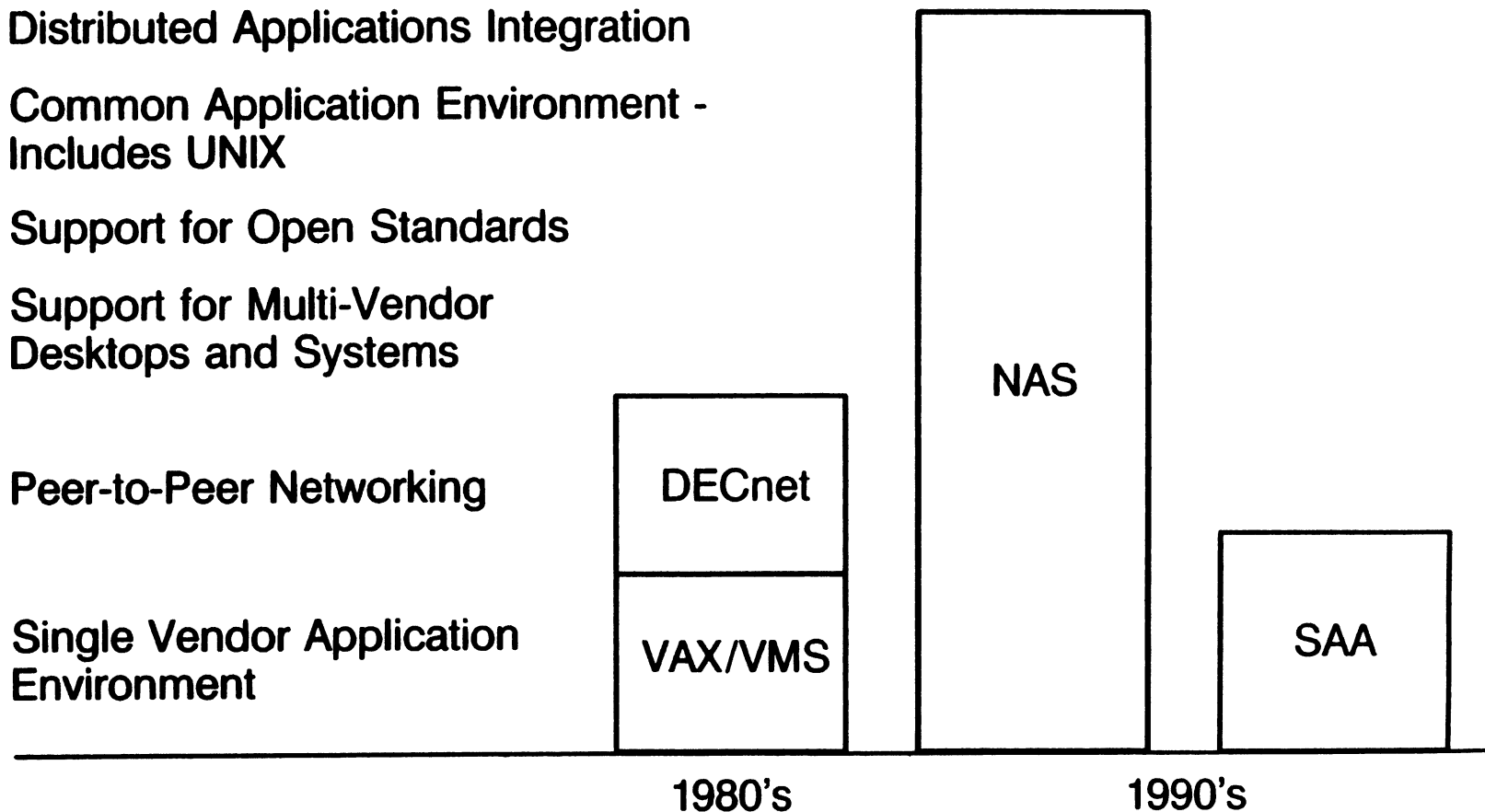
Common Application Environment -
Includes UNIX

Support for Open Standards

Support for Multi-Vendor
Desktops and Systems

Peer-to-Peer Networking

Single Vendor Application
Environment



Announcements Today

Access Technology

Ashton-Tate Corporation

Cognos, Inc.

Comshare, Inc.

EFFEM Services, Inc.

Execucom Systems Corporation

Information Advantage, Inc.

Information Builders, Inc.

Information Resources, Inc.

Informix Software

Lotus Development Corporation

Pilot Executive Software

20/20

dBASE IV

PowerPlay

Commander EIS

Acumate

Paradigm

IFPS/Plus

Executive Edge

MVI Connection

FOCUS

EXPRESS

Wingz

1-2-3 for VAX/VMS

Pilot

ALL-IN-1 Phase II Program

Integrated Office System

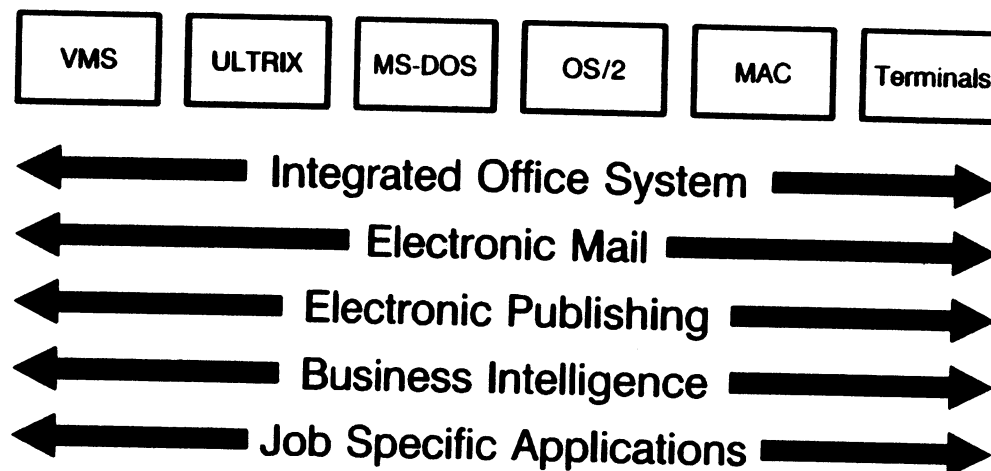
Electronic Mail

Electronic Publishing

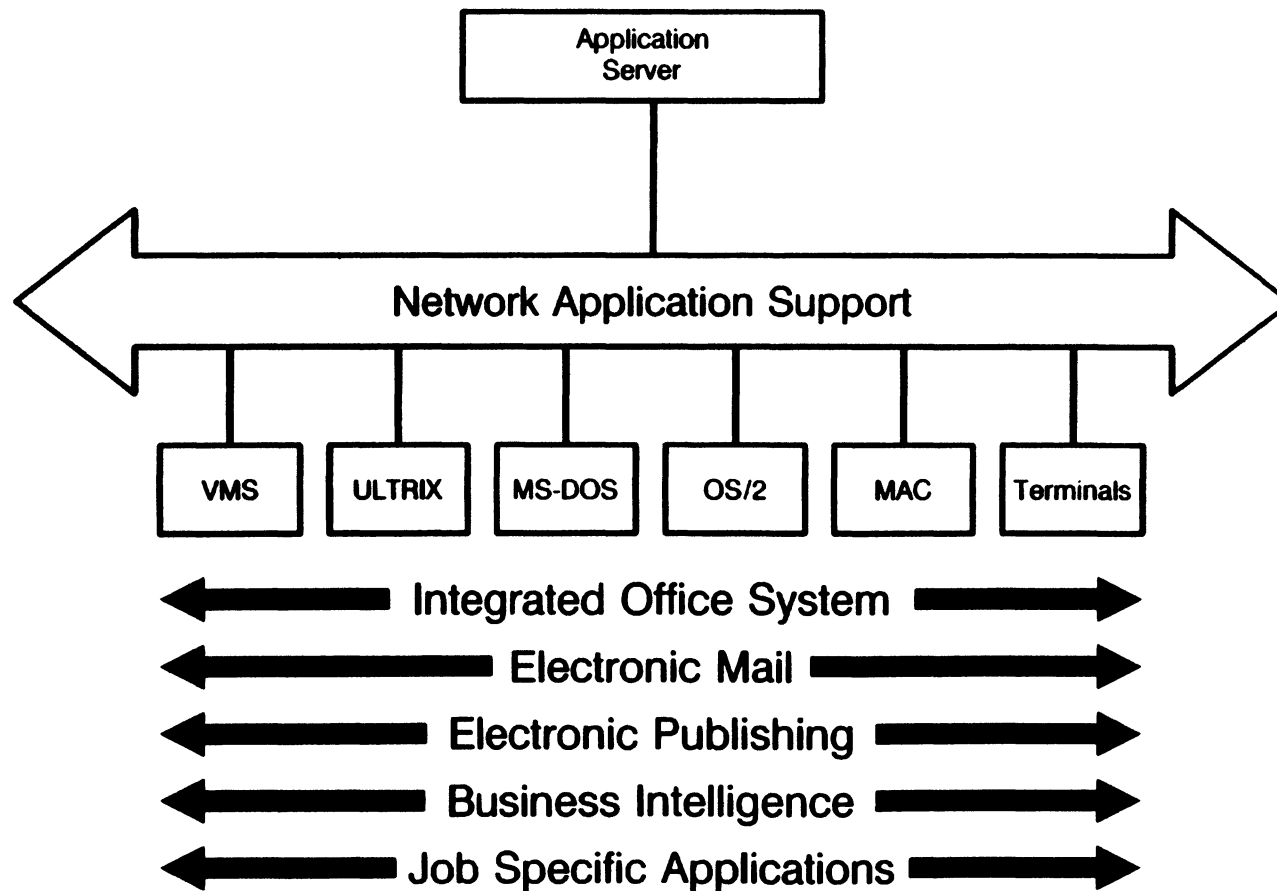
Business Intelligence

Job Specific Applications

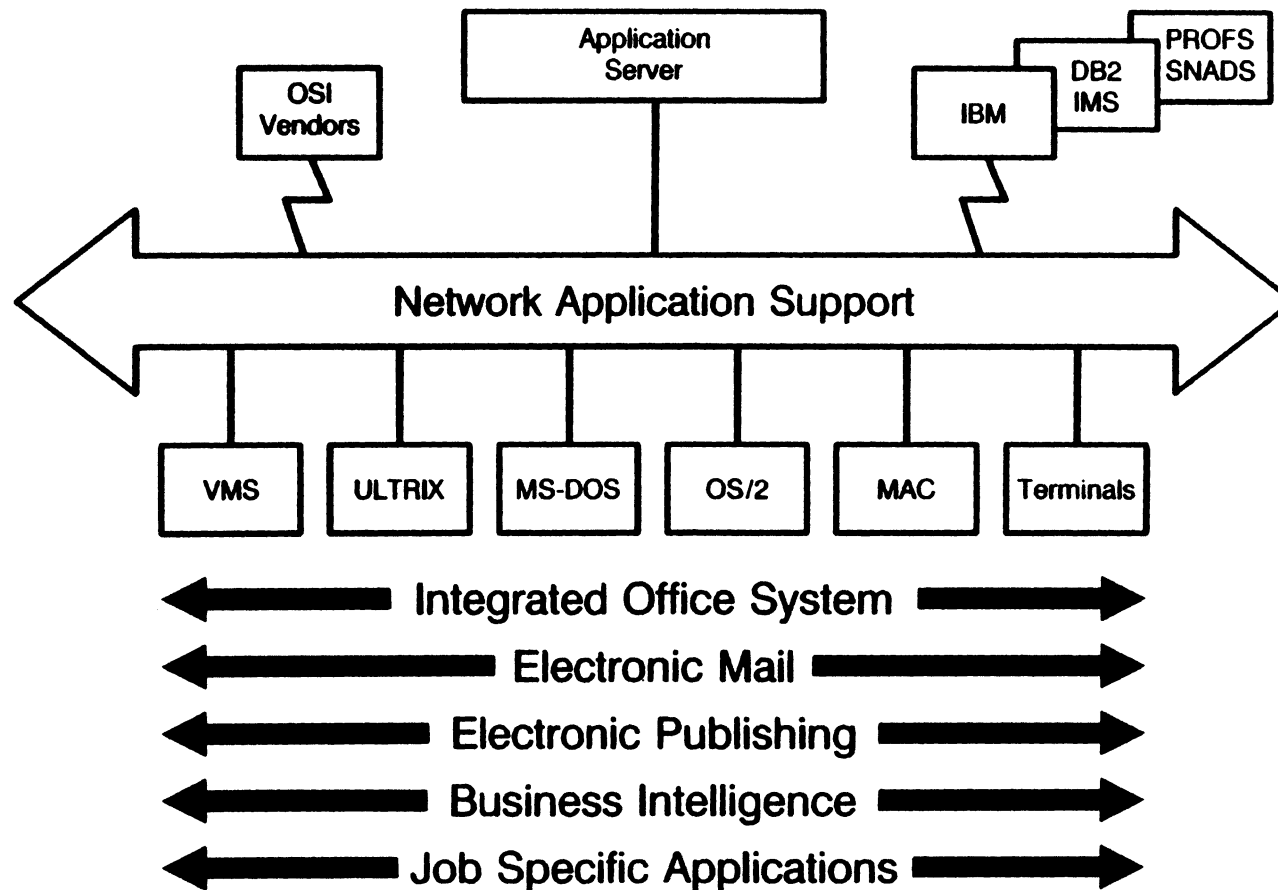
ALL-IN-1 Phase II Program



ALL-IN-1 Phase II Program

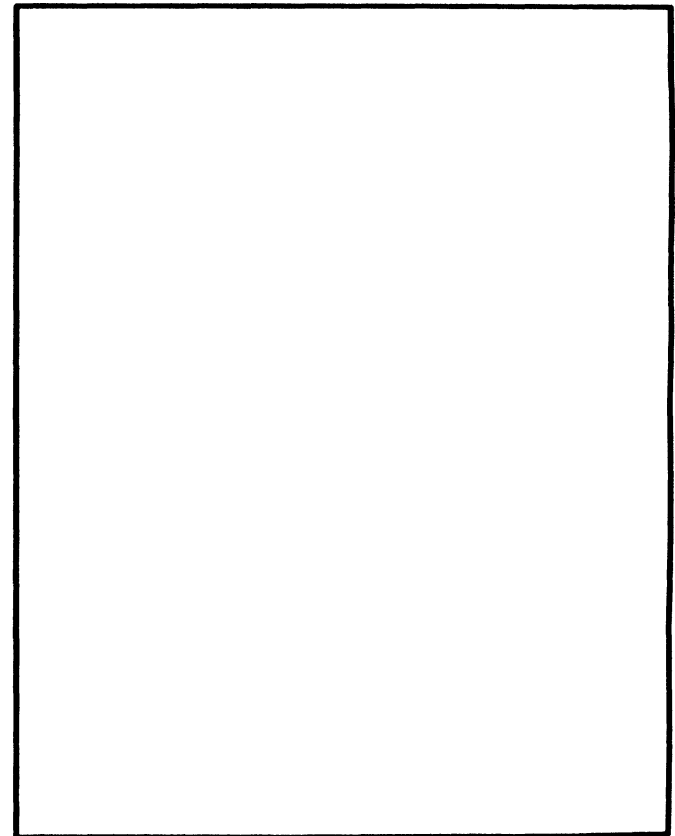


ALL-IN-1 Phase II Program



ALL-IN-1 Phase II Program

- New level of enterprise integration
- Multivendor desktop support
- Empowering all users





digital

Digital Equipment Corporation

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SOFTWARE DEVELOPERS

SUPPORTING COMPOUND DOCUMENT SERVICES

Adobe Systems, Inc.	Eastman Kodak Company	Paragon Imaging, Inc.
Access Technology, Inc.	EFFEM Management Services, Inc.	Paralog AB
Advanced Ideas Corp.	Execucom Systems Corporation	Pilot Executive Software
Aldus Corporation	GESCAN International, Inc.	Pixar, Inc.
Apoloco Ltd.	H. Berthold AG	Polygen Corporation
Apple Computer, Inc.	Informationslogik AB	Precision Visual, Inc.
Applied Research Labs, Inc.	Information Builder, Inc.	Prosig USA, Inc.
Applix, Inc.	Information Dimensions, Inc.	Quantum Chemistry
Artdeal/Bryce	Information Resources, Inc.	Ross Systems, Inc.
Ashton-Tate Corporation	Informix Software, Inc.	SAS Institute, Inc.
Avalanche Systems Corporation	Instem Computer Systems Ltd.	Sema-Metra, Inc.
Business & Professional Software	Interleaf, Inc.	SCO, Inc.
Beckman/CIS, Inc.	Intermedia Graphic Systems Ltd.	Shaffstall Corporation
Bertelsmann, Inc.	Jacquad Systems	SMS, Inc.
BBN Software Products Corp.	Keyword Office Technologies	Sogidec, Inc.
Binary Engineering, Inc.	LaserData, Inc.	Statens DataSentral A S
Chemdata	Lotus Development Corporation	Tektronics, Inc.
Chemical Design Ltd.	Molecular Design Ltd.	Telettra Tecnet, Inc.
Computer Associates	Microsystems Engineering Corp.	Trisoft, Inc.
Computer Support Corporation	Monotype International Corporation	VG Tritech Corporation
Compu-Share	Newport News	VWP, Inc.
Comshare, Inc.	New Methods, Inc.	Varian Associates
Cognos, Inc.	Odesta Corporation	Wavefront Technologies
Datalogics, Inc.	Orac Ltd.	WordPerfect Corporation
Dionex Corporation	Palette Systems, Inc.	Xyvision, Inc.

ALL-IN-1 BUSINESS INTELLIGENCE

SOFTWARE DEVELOPERS

All of the products in the ALL-IN-1 Business Intelligence application portfolio use Network Application Support (NAS) Data Access Services, providing consistent access to departmental or mainframe databases anywhere on the network, including IBM DB2 and IMS, and Digital Rdb and RMS databases. They also work with the ALL-IN-1 integrated office system through NAS Compound Document Services, Messaging Services, and File Sharing Services.

Leading vendors showing support for this strategy with product announcements or statements of intent are:

<u>FUNCTION</u>	<u>APPLICATION</u>	<u>SOURCE</u>
Spreadsheet	1-2-3 for VAX/VMS	Lotus Development Corporation
Spreadsheet	20/20	Access Technology, Inc.
Spreadsheet	Wingz	Informix Software, Inc.
Database	dBASE IV	Ashton-Tate Corporation
Decision Support System	Paradigm	Execucom Systems Corporation
Decision Support System	IFPS/Plus	Execucom Systems Corporation
Decision Support System	Acumate	EFFEM Services, Inc.
Decision Support System	EXPRESS	Information Resources, Inc.
Metaphor DSS to VAX connection	MVI Connection	Information Advantage, Inc.
4GL	FOCUS	Information Builders, Inc.
Executive Support System	Commander EIS	Comshare, Inc.
Executive Support System	Pilot	Pilot Executive Software
Executive Support System	Executive Edge	Execucom Systems Corporation
Management Reporting/ Data Analysis	PowerPlay	Cognos, Inc.

DIGITAL'S ULTRIX OFFICE APPLICATIONS PORTFOLIO

Digital's office strategy is to meet customers' needs for network services and leadership applications running across a variety of the industry's most popular desktops. To meet the needs of those office customers who want to purchase UNIX-based systems, Digital is bringing applications from the leading software developers to our ULTRIX platforms and integrating them with Network Application Support services.

Below is a sampling of applications currently available on Digital's ULTRIX platforms, VAX and RISC, distributed either by Digital or the application vendor.

<u>FUNCTION</u>	<u>APPLICATION</u>	<u>SOURCE</u>
Integrated Office Systems	Alis Uniplex Q-OFFICE	Applix, Inc. Uniplex Integration Systems, Inc. Quadratron Systems, Inc.
Electronic Mail	Bell Mail Berkeley Mail MH (Message Handler) XMH (Message Handler)	Digital Equipment Corporation Digital Equipment Corporation Digital Equipment Corporation Digital Equipment Corporation
Business Intelligence	20/20 Paradigm IFPS/Plus Wingz	Access Technology, Inc. Execucom Systems Corporation Execucom Systems Corporation Informix Software, Inc.
Electronic Publishing	DECwrite TPS WordPerfect WordMarc Composer + Parlance	Digital Equipment Corporation Interleaf, Inc. WordPerfect Corporation Marc Software, Int'l Xyvision, Inc.
Finance	Oracle Financials	Oracle Corporation